

## CLAIMS:

1. A method of content presentation comprising the steps of:
  - receiving a content signal from a content source;
  - deriving a content indicator from a content analysis of the content signal; and
  - adjusting a presentation rate of the content signal in response to the content5 indicator.
2. A method as claimed in claim 1 wherein step of adjusting further comprises adjusting the presentation rate in response to a user preference profile.
- 10 3. A method as claimed in claim 2 wherein the user preference profile is determined in response to a previous user behaviour.
4. A method as claimed in claim 2 wherein the user preference profile is determined in response to a user input.
- 15 5. A method as claimed in claim 1 wherein the step of adjusting the presentation rate comprises selection between a first presentation rate and at least a second presentation rate.
- 20 6. A method as claimed in claim 5 wherein the first presentation rate is a fast forward rate and the second presentation rate is a substantially real time presentation rate.
7. A method as claimed in claim 5 wherein at least one presentation rate is a reverse time presentation rate.
- 25 8. A method as claimed in claim 1 further comprising the step of recording the content signal on a storage medium, and wherein the step of receiving the content signal comprises receiving the recorded content signal from the storage medium, and the step of

deriving the content indicator is performed in association with the step of recording the video signal.

9. A method as claimed in claim 1 wherein the step of deriving the content  
5 indicator comprises analysing content information data associated with the content signal.

10. A method of content presentation as claimed in claim 1 wherein the content  
signal is a video signal.

10 11. A method as claimed in claim 10 wherein the content source is a video signal  
storage medium.

12. A method as claimed in claim 11 wherein the content source is a video  
broadcast source.

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13. A method as claimed in claim 1 wherein the content signal is a multimedia  
signal.

14. A method as claimed in claim 1 wherein the content signal is a text signal.

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15. A method as claimed in claim 1 wherein the content signal is an audio signal.

16. A computer programme enabling the carrying out of a method according to  
any of the previous claims.

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17. An apparatus for content presentation comprising:  
a receiver for receiving a content signal from a content source;  
a processor for deriving a content indicator from a content analysis of the  
content signal; and  
30 a controller for adjusting a presentation rate of the content signal in response  
to the content indicator.

18. An apparatus as claimed in claim 17 wherein the apparatus is a video signal  
playback apparatus and the content signal is a video signal.

19. An apparatus as claimed in claim 18 wherein the apparatus is a video recorder unit further comprising a recording controller operable to record the video signal on a storage medium.